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	tion No.		9/768,95°	1	חרסר	11/10		
Filing D	Date1/2	23/01	-		RECE	コクトロ		
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t .	er Name t)	<u>Ma</u> 261	nning, J.	DEC 0	y 2004		
		t No		398.P602	Technology (Center 2600		
						JUILLE LUUU		
Applicant claims small entity status. See 37 CFR 1.27.								
METHO	OD OF F		•	ck all that apply)				
<u>_x</u>	Check	·	_ Credi	t Card Money Order	Other	None		
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				Number : 02-2666				
X	The Di-	Deposit / rector is	Account Authori	Name: zed to do the following with respect to the	e above-identified F	Deposit Account:		
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		Credit a	ny over	payments.				
				itional fees during the pendency of this a		treated as		
	<u>X</u>	Any cond incorp	orating a	r future reply that requires a petition for extens in appropriate petition for extension of time an	d all required fees sh	ould be charged.		
				dicated below except for the filing fee.	•	-		
FEE CALCULATION								
. = -								
1. <u>BAS</u>	SIC FILI	NG FEE						
l area 5	Entite:	Small E	Entity					
<u>Large E</u> Fee	Fee	Small E Fee	Fee					
Code	(\$)	Code	(\$)	Fee Description		Fee Paid		
1001	790	2001	395	Utility application filing fee				
1002	350 550	2002	175 275	Design application filing fee				
1003 1004	550 790	2003 2004	275 395	Plant filing fee Reissue filing fee				
1005	160	2005	80	Provisional application filing fee				
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				S	SUBTOTAL (1) \$			
2. EXT	RA CL	AIM FEF	S FOR	UTILITY AND REISSUE				
<u>-//</u>			<u></u>		Fee from			
				Extra Claims	<u>below</u>	Fee Paid		
Total C	Claims			- 20** =	x =			
		Claims _		- 3** =				
Multipl	le Depe	ndent			=			
**Or number previously paid, if greater; For Reissues, see below.								
Large E		Small E						
Fee Code	Fee (\$)	ree Code	Fee (\$)	Fee Description				
1202	18	2202	9	Claims in excess of 20				
1201	88	2201	44	Independent claims in excess of 3				
1203	300	2203	150	Multiple dependent claim, if not paid	inal natant			
1204 1205	88 18	2204 2205	44 9	**Reissue independent claims over origi **Reissue claims in excess of 20 and over				
1203	10	2203	J	120000 oldinis in excess of 20 dild ov	. v. g.iiai patoiit			
					SUBTOTAL (2) \$	0		
					 			
i								

FEE CALCULATION (continued) 3. ADDITIONAL FEES **Small Entity** Large Entity Fee Fee Fee Fee Fee Paid Code (\$) Code (\$) **Fee Description** Surcharge - late filing fee or oath Surcharge - late provisional filing fee or cover sheet Non-English specification For filing a request for ex parte reexamination 2,520 2,520 8.800 Request for inter parties reexamination 8.800 920* 920* Requesting publication of SIR prior to Examiner action 1,840* Requesting publication of SIR after Examiner action 1,840* 110.00 Extension for reply within first month Extension for reply within second month Extension for reply within third month 1,530 Extension for reply within fourth month 2,080 1,040 Extension for reply within fifth month **Notice of Appeal** Filing a brief in support of an appeal Request for oral hearing 1,510 1,510 Petition to institute a public use proceeding Petition to revive - unavoidable 1.370 Petition to revive - unintentional Utility issue fee (or reissue) 1,370 Design issue fee Plant issue fee **Petitions to the Commissioner** Processing fee under 37 CFR 1.17(q) Submission of Information Disclosure Stmt Recording each patent assignment per property (times number of properties) For filing a submission after final rejection (see 37 CFR 1.129(a)) Statutory Disclaimer For each additional invention to be examined (see 37 CFR 1.129(b)) Request for Continued Examination (RCE) Request for expedited examination of a design application Publication fee for early, voluntary, or normal pub. Publication fee for republication Request for voluntary publication or republication Processing fee under 37 CFR 1.17(i) (except provisionals) 1,370 Acceptance of unintentionally delayed claim for priority 1,370 Other fee (specify) Other fee (specify)

	SUBTOTAL (3) \$ 110.00
*Reduced by Basic Filing Fee Paid	505.01/2 (c)
SUBMITTED BY:	
Typed or Printed Name: Sheryl Sue Hollo	oway
Signature:	Date: <u>DEC. 1, 7004</u>
Reg. Number: <u>37,850</u>	Telephone Number:
-	

RECEIVEDATENT **AMENDMENT TRANSMITTAL** Application No.: 09/768,951 Filing Date: 1/23/2001 DEC 0 9 2004 First Named Inventor Rafey Examiner's Name: Manning, J. Technology Center 2600 Art Unit: 2614 Attorney Docket No.: 80398.P602 An Amendment After Final Action (37 CFR 1.116) is attached and applicant(s) request expedited action. Charge any fee not covered by any check submitted to Deposit Account No. 02-2666. Applicant(s) hereby request and authorize the U.S. Patent and Trademark Office to (1) treat any concurrent or future reply that requires a petition for extension of time as incorporating a petition for extension of time for the appropriate length of time and (2) charge all required fees, including extension of time fees and fees under 37 CFR 1.16 and 1.17, for any concurrent or future reply to Deposit Account No. 02-2666. Applicant(s) claim small entity status (37 CFR 1.27). **ATTACHMENTS Preliminary Amendment** Amendment/Response with respect to Office Action Amendment/Response After Final Action (37 CFR 1.116) (reminder: consider filing a Notice of Appeal) Notice of Appeal RCE (Request for Continued Examination) Supplemental Declaration Terminal Disclaimer (reminder: if executed by an attorney, the attorney must be properly of record) Information Disclosure Statement (IDS) Copies of IDS citations Petition for Extension of Time Fee Transmittal Document (that includes a fee calculation based on the type and number of claims) Cross-Reference to Related Application(s) Certified Copy of Priority Document Other: Other: Check(s) Х Postcard (Return Receipt) SUBMITTED BY: **BLAKELY SOKOLOFF TAYLOR & ZAFMAN LLP** TYPED OR PRINTED NAME: _ Sheryl Sue Holloway SIGNATURE: REG. NO.: 37,850 DATE: DEC. 1

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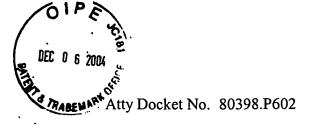
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Express Mail Label No. (if applicable):

December 1, 2004

Los Angeles, California 90025



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re A	application of:) Examiner:	Manning, John
	Rafey, et al.) Art Unit:	RECEIVED
Applio	cation No. 09/768,951))	DEC 0 9 2004 Technology Center 2600
Filed:	January 23, 2001	,))	2000
For:	SYSTEM AND METHOD FOR ENABLING ANONYMOUS PERSONALIZATION))))	

MS Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO OFFICE ACTION

In response to the Office Action mailed August 2, 2004, Applicant respectfully requests reconsideration of this application, as amended, and consideration of the following remarks.